



FFY09
GRANT APPLICATION
AGREEMENT

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ALASKA HIGHWAY
SAFETY OFFICE

State of Alaska
Department of Transportation and Public
Facilities
P.O. 112500; Suite #200
Juneau AK 99811-2500
Ph: 907-465-2446
Fax: 907-465-4030
www.alaska.gov/highwaysafety

AGENCY NAME AND ADDRESS:		PROJECT TITLE:	
The Forget-Me-Not Mission, LLC		Forget-Me-Not Mission	
5068 Pinnacle Ridge Circle			
Wasilla, AK 99654		PROJECT LOCATION:	
Non-Profit? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Fairbanks, Wasilla, Anchorage, Soldotna, Juneau, Alaska	
GRANT PERIOD:		APPLICATION DATE:	
Begin: Nov. 2008	End: Sept. 2009	Nov. 4, 2008	
If this is a continuation of a previous grant, indicate previous AHSO project number:			
If previously funded, indicate the total number of months of federal support:			
Other Federal or State Support (If using other federal support on this project, it must be identified and explained):			
COST CATEGORY	AHSO	MATCH	TOTAL
(100) Personnel Services	\$ 3,487.50	\$ 1,162.50	\$ 4,650.00
(200) Travel	\$ 5,749.50	\$ 1,916.50	\$ 7,666.00
(300) Contractual Services	\$ 57,712.50	\$ 17,562.50	\$ 75,275.00
(400) Commodities	\$ 2,625.00	\$ 7,575.00	\$ 10,200.00
(500) Equipment			
(600) Indirect Costs (10% of total budget maximum)			
Total	\$ 69,574.50	\$ 28,216.50	\$ 97,791.00

Acceptance of conditions: It is understood and agreed by the undersigned that any funds received as a result of the approval of this application are subject to all State and Federal Governmental Regulations. This project does or will constitute an official part of the Highway Safety Program of the State of Alaska, and will meet all requirements and administrative regulations of the National Highway Traffic Safety Administration and the Federal Highway Administration. The undersigned also agree to perform those activities detailed in the attached proposal and will maintain records documenting expenditure of funds for the activities. Subject to the availability of Federal funding, reimbursement will be made upon submission of a final evaluation report and reimbursement request following completion of grant activities.

Financial Manager (second contact): Royal N. Bidwell		Phone: 907/978-8595
Title: Pres.	E-mail: royal-nancy@hotmail.com	
Signature: <i>Royal N. Bidwell</i>	Date: Nov. 4, 2008	Fax:
Auth. Official (authority to spend org. funds): Nancy J. Bidwell		Phone: 907/978-7809
Title: Director	E-mail: royal-nancy@hotmail.com	
Signature: <i>Nancy J. Bidwell</i>	Date: Nov. 4, 2008	Fax:

AHSO ONLY:		Grant # 402MC 09-03-03	
Project Assistant (AHSO): <i>Chris Bndh</i>		CC: 2446 1907	
Approved by (AHSO): <i>Cig Cashen</i>		LC:	
Date: 11/12/08	PGM: 57870	PJ: 82944	

Section 1. Project Budget (See Grant Guidebook, page 3)

(100) - Personnel Services - Payroll	AHSO	Grantee Match	Total
1. Office Clerk (Part-time)	\$ 3,487.50	\$ 1,162.50	\$ 4,650.00
2.			
3.			
4.			
Personnel Total:	\$ 3,487.50	\$ 1,162.50	\$ 4,650.00
(200) - Travel			
1. Fuel	\$ 750.00	\$ 250.00	\$ 1,000.00
2. Air Fare and Accommodations	\$ 4,999.50	\$ 1,666.50	\$ 6,666.00
3.			
4.			
Travel Total:	\$ 5,749.50	\$ 1,916.50	\$ 7,666.00
(300) - Contractual Services			
1. Printing Services (Event brochures, booklets, posters)	\$ 22,762.50	\$ 5,912.50	\$ 28,675.00
2. Promotional Items (T-shirts, caps, patches, pins)	\$ 21,450.00	\$ 7,150.00	\$ 28,600.00
3. Accounting Services (Payroll)	\$ 1,500.00	\$ 500.00	\$ 2,000.00
4. Victim's Memorial Design	\$ 3,750.00	\$ 1,250.00	\$ 5,000.00
5. AMA Insurance	\$ 750.00	\$ 250.00	\$ 1,000.00
Contractual Total:	\$ 57,712.50	\$ 17,562.50	\$ 75,275.00
(400) - Commodities			
1. Supplies	\$ 1,125.00	\$ 375.00	\$ 1,500.00
2. Food	-0-	\$ 6,700.00	\$ 6,700.00
3. Prizes	\$ 1,500.00	\$ 500.00	\$ 2,000.00
4.			
Commodities Total:	\$ 2,625.00	\$ 7,575.00	\$ 10,200.00
(500)- Equipment			
1.			
2.			
3.			
Equipment Total:			
(600) - Indirect Costs (10% maximum of total budget)			
1.			
2.			
Indirect Costs Total:			
Total Project Costs:	\$ 69,574.50	\$ 28,216.50	\$ 97,791.00

\$ 62,074.50 + \$ 25,716.50 = \$ 87,791.00

PROJECT TIMELINE

[illegible]

Section 2

Budget Narrative *1-3 pages* (See Grant Guidebook, page 8)

On separate pages, explain the relationship between budgeted items listed in Section 2 and project activities. Include information (data and criteria) as to how you arrived at budget estimates. Discuss all items by category (i.e., completely describe all activities under A. Personnel before moving on.)

Section 3

Project Narrative *Not to exceed 12 pages* (See Grant Guidebook, page 10)

- Executive Summary
- Problem/Needs Statement
- Goals & Objectives
- Implementation Plan
- Evaluation & Internal Assessment
- Future Funding Plan (if project is to be continued)

AGREEMENT CONDITIONS

THE FOLLOWING CONDITIONS ARE A PART OF THE PROJECT AGREEMENT AND, AS SUCH, ARE BINDING ON ALL PARTIES TO THE PROJECT AGREEMENT:

- A. **Project Director's Manual:** The Project Director's Manual is a part of this Agreement and is incorporated and made part of this Agreement by reference.
- B. **Property:** State and Local Agencies and Other Non-State Sub grantees: Equipment and other property acquired under this Agreement for use in highway safety projects shall be used and kept in operation for highway safety purposes. State Agencies: Property management standards described in the "State Property Accounting Manual" will be used in accounting for equipment purchased under this Agreement. Local Agencies and Other Non-State Sub grantees: Standards for property management described in 49 CFR 18.32(c) through (e) will be used in accounting for equipment purchased under this Agreement. The Applicant Agency shall seek disposition instructions from the Alaska Highway Safety Office prior to disposing of any item of equipment purchased under this project. Nothing in this Agreement shall prevent the Applicant Agency from following existing property management standards that exceed the requirements set out in 49 CFR 18.32(c) through (e).
- C. **Copyright:** The Alaska Highway Safety Office and the U.S. Department of Transportation reserves a royalty-free, nonexclusive and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use, for State or federal government purposes: (1) the copyright in any work developed under a grant, sub grant, or contract under a grant or sub grant; and (2) any rights of copyright to which a grantee, sub grantee, or a contractor purchases ownership with grant support.
- D. **Sub Awards to Debarred and Suspended Parties:** Grantees and sub grantees must not make any award (sub grant or contract) at any tier to any party which is debarred or suspended or is otherwise excluded from or ineligible for participation in federal assistance programs under Executive Order 12549, "Debarment and Suspension."
- E. **Standards for Americans with Disabilities:** Grantees, contractors, and others who receive funding from the State of Alaska, Department of Transportation and Public Facilities, to provide a service or services to the general public as an agent of the state must certify that all programs, services, and activities operated under the grant or contract are made available to the general public in compliance with the Americans with Disabilities Act of 1990. Grant or contract recipients are subject to state review.
- F. **Procurement Standards:** Grantees and sub grantees will use their own procurement procedures which reflect applicable State and local laws and regulations, provided that the procurements conform to applicable federal law and the standards identified in 49 CFR 18.36.
- G. **Progress Reports:** The Applicant Agency will submit quarterly narrative progress reports by the 15th of the month following the end of each calendar quarter and an annual evaluation report by November 15th during the life of the project.
- H. **Financial Reports:** The Applicant Agency certifies that it has an accounting system capable of properly accounting for expenditures made under this project. Claims for costs incurred may be submitted no more frequently than monthly nor less frequently than quarterly. Claims will be accompanied by supporting documentation as described in the Project Director's Manual.
- I. **News Releases:** The Alaska Highway Safety Office encourages agencies to publicize Highway Safety project approval. The Alaska Highway Safety Office shall be named as the granting agency in any news releases announcing the approval of this project. Any subsequent news releases written by the Applicant Agency shall mention the Alaska Highway Safety Office.
- J. **Highway Safety Tag:** The Alaska Highway Safety Office shall be noted as the sponsor or co-sponsor in any public information materials developed under a highway safety project. This requirement includes: public service announcements on radio and television, newspaper advertisements, pamphlets and brochures, and promotional "give-aways" such as bumper stickers, key chains, etc.
- K. **Record Retention:** All financial and programmatic records, supporting documents, statistical records, and other records of the Applicant Agency which are required to be maintained by the terms of 49 CFR 18.42 and other records reasonably considered as pertinent to program regulations or the project agreement must be retained for a period of three years after submittal of the final claim. Additional record retention requirements may be found in 49 CFR 18.42 and are incorporated and made part of this Agreement by reference. The awarding agency and the Comptroller General of the United States, or any of their authorized representatives, shall have the right of access to any pertinent books, documents, papers, or other records of grantees and sub grantees which are pertinent to the grant, in order to make audits, examinations, excerpts, and transcripts.

representatives, shall have the right of access to any pertinent books, documents, papers, or other records of grantees and subgrantees which are pertinent to the grant, in order to make audits, examinations, extracts, and transcripts.

- L. **Enforcement:** If the Applicant Agency materially fails to comply with any term of this Agreement, the Alaska Highway Safety Office may take one or more of the actions listed in 49 CFR 18.43(a)(1) through (5), as appropriate in the circumstances. Additional provisions for enforcement are listed in 49 CFR 18.45(b) through (d).
- M. **Termination for Convenience:** Except as provided in 49 CFR 18.43, this Agreement may be terminated in whole or in part only as follows: (a) by the Alaska Highway Safety Office with the consent of the Applicant Agency, in which case the two parties shall agree upon the termination conditions, including the effective date, and, in the case of partial termination, the portion to be terminated, or (b) by the Applicant Agency upon written notification to the Alaska Highway Safety Office, setting forth the reasons for such termination, the effective date, and, in the case of partial termination, the portion to be terminated. If, however, in the case of a partial termination, the Alaska Highway Safety Office determines that the remaining portion of this Agreement will not accomplish the purposes for which the award was made, the Alaska Highway Safety Office may terminate the Agreement in its entirety under either 49 CFR 18.43 or paragraph (a) of this section.
- N. **Audit:** The Applicant Agency agrees to arrange for a financial and compliance audit as required under the Single Audit Act of 1984 and to provide a copy of the final audit report to the Alaska Highway Safety Office upon request. The CFDA (Catalog of Federal Domestic Assistance) number of the State and Community Highway Safety Program is 20.600-20.613. The financial agency responsible for arranging for the audit shall be advised by the applicant agency of this number.
- O. **Laws of Alaska:** This Agreement shall be governed in all respects by the laws of the State of Alaska.
- P. **Limited English Proficient Persons (LEP) Guidance:** There are two federal authorities, title VI of the civil Rights Act of 1964 and the Presidential Executive Order (EO) 13166, Improving Access to Services for Persons with Limited English Proficiency, that require the ADOT&PF to provide LEP persons with meaningful access to programs, activities and services. To fully implement Title VI and EO 13166, the US DOT published guidance to its recipients of federal assistance on December 14, 2005 in the Federal Register. ADOT&PF is required to take reasonable steps to ensure meaningful access to their programs and activities by LEP persons. By 2/2/2008, the department's Civil Rights Office staff had developed a plan, in cooperation with staff from all three regions. A policy and procedure manual is being created to explain how to implement this plan. If you have any questions, please contact Jon Dunham, Civil Right Manager, at 907 269-0850.

Signature of Project Director:

Nancy J Bidwell

Date:

11/4/08

CERTIFICATION REGARDING FEDERAL LOBBYING:

Certification for Contracts, Grants, Loans, and Cooperative Agreements:

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, sub grants, and contracts under grant, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

Signature of Project Director:

Date:

Nancy J Bidwell

11/4/08

Budget Narrative

(100) Personnel Services

It is anticipated that the Forget-Me-Not Mission projects will require one part-time clerical person to perform tasks such as word processing for all kinds of documents, processing contributions from donors and registrations from participants, organizing advertising copy from sponsors, data base maintenance, taking phone calls, filing, and various other clerical functions. This person will be needed over a five-month period to help prepare for the projects scheduled for 2009, allowing the project organizers more time for organizing and promoting.

Based on personal experience in the workplace, the organizers have identified a competitive hourly wage of \$12.00 for this type of position. This person must have experience with the various job duties listed above, as the organizers do not have time for extensive training.

(200) Contractual Services

All of the projects presently being planned for 2009; Victim's Impact Booklet, Throttle Thunder Relay 2009, and Walk Against DUI require printing of event booklets, brochures, and/or posters.

The first project to get started is the victim impact booklet, which consists of photos and stories about victims of drunk driving crashes. This will be an 8 1/2-inch by 11-inch booklet with a glossy, colored cover and will contain advertising from businesses for the grantee match. These will be distributed in waiting rooms and similar locations where the public gathers in all of the major communities between Fairbanks and Kenai, thus requiring a fairly large quantity. Based on our experience with Throttle Thunder Relay 2007, we are estimating the cost for these booklets to be around \$6.00 each. For a quantity of 3,000, we have included \$18,000 in the budget.

Prices on the other event booklets, brochures and posters are based on prices we were given for those documents while promoting Throttle Thunder Relay 2007. We expect to purchase 3000 brochures for Throttle Thunder Relay 2009 at a cost of around 50 cents each, for a total budget figure of \$1,500. Event booklets for the 2009 event will cost around \$3.50 to \$4.00 each for a quantity of 350, making the budget total for this item \$2,000. Event posters will only cost a total of around \$250.

The DUI walk is a new event for 2009. Brochures for this event will be about the same cost as for the other events, and based on a quantity of 3,000, we have a budget cost of \$1,500.

The victim's memorial is planned to be constructed as a "continuous" memorial, with physical memorial sites in Fairbanks, Wasilla, Anchorage and Soldotna/Kenai. It will have a path theme to symbolically tie the four sites together, with memorial markers on

both sides, flower beds, and a memorial plaque explaining the significance of the memorial. It is in the very early concept stages and will require the expertise of an architect to create a final design. This project will be spread over several years to complete. We are putting \$5,000 in the budget for the preliminary design concept.

The three projects being planned for the summer of 2009 all require the use of one or more of the following items to attract participants: T-shirts, patches, and pins. The prices used in the budget are also based on pricing we received when ordering these items for Throttle Thunder 2007.

The DUI walk is a new project for Forget-Me-Not Mission, so quantities of 2500 are based on "best guess" advice from others who have done walks for various causes in the past. The walk will be taking place in Fairbanks and Anchorage on the same day, so this quantity does not seem excessive, and may well be too low. The shirts for this project should fall in the \$9.00 to \$11.00 range and imprinted water bottles should be under \$1.00 each. Allowing 50 cents truck freight, the unit combination price will be between \$10.00 and \$12.00, depending on the final shirt choice. Based on these prices and the anticipated participation, we need to allow a total budget figure of \$25,000 to make sure we have the event adequately covered.

Throttle Thunder Relay 2009 will have T-shirts, patches and pins, as in 2007. These are popular items with bikers and will draw a lot of riders. Assuming the prices will be similar to what we received for the 2007 relay, we expect to purchase good quality T-shirts for about \$13.50 each. Patches and pins cost \$2.50 each plus freight for the 2007 event and will remain close to that cost even though there will be some changes to them. We managed to get the air freight for the T-shirts donated but we cannot count on that for the 2009 event, so we have allowed 50 cents for truck freight. Final cost for the combination of T-shirt, patch and pin will be right around \$20.00. Assuming an increase in rider participation for the 2009 event to 200, the budget amount for these items is \$3,600.

(300) Paid Media

In order to get publicity for these events, we will need to advertise and plan to use TV and newspaper, primarily. We got a lot of coverage donated for Throttle Thunder Relay but cannot expect that to continue every year. We will work hard to get it, but feel we must plan to advertise in addition to any donated media coverage so we get the word out effectively and maximize public participation, thereby serving our mission to raise public awareness. The required budget amount is unknown and we have "plugged" a \$12,000 total figure.

(400) Operating Expenses

Office supplies and other miscellaneous supplies for creating and organizing the above projects should be fairly minimal and we have again "plugged" an amount of \$1,500 in the budget.

(500) Other Direct Costs

Throttle Thunder Relay consists of motorcycles and riders and requires liability insurance. We will have these events sanctioned by American Motorcyclist Association, making insurance available through their carrier at very reasonable premiums. Insurance for this event will fall within the \$1,000 budget figure. We will provide food for the relay hosts at the start and all of the relay stops, since the hosts are providing their facilities and personnel to prepare meals for the riders. In addition, we issue prizes for the walk/run and the relay to attract participants and make it a fun experience.

(600) Indirect Costs

Our cell phones and computer wireless connections are used almost exclusively for Forget-Me-Not Mission business but we are budgeting only a portion of the over \$5,000 annual expense. Fuel for traveling between the four cities directly involved in these projects will be in the area of \$1,000, depending on how many trips are required. A travel allowance has been approved by AHSO for travel to remote communities to organize and conduct the walk/run. It is anticipated that air travel and accommodations may be required to Fairbanks, Juneau and Ketchikan.

Project Narrative

Executive Summary

The Forget-Me-Not Mission, LLC proposes to create a victim impact booklet and organize two events for 2009 for the purpose of raising public awareness of the DUI problem in Alaska. The booklet and events will draw attention to DUI issues through media coverage and public participation. The booklets will be everywhere there are public waiting areas; hospitals, medical clinics, offices, libraries, coffee houses, auto dealerships, DMV offices throughout the state, anywhere people gather. The events are of a nature that people are attracted to them, either to participate or observe, making them high profile, public interest activities. At these events we emphasize the DUI issues and statistics and disseminate literature about them. All media coverage they get will also emphasize the DUI message as will any advertising we purchase. Our goal is to educate the public about the seriousness of DUI crashes and keep public awareness at a high level, not just when there is a fatality.

Problem and Needs Statement

Drunk driving is a serious problem in Alaska. In 2006 there were 71 fatal crashes in Alaska, of which 31% were alcohol related. Three thousand eight hundred forty four drivers were tested for alcohol in 2006, with measured results. In 2007 the number of fatal crashes increased to 83, of which 30% were alcohol related. Alaska is the sixth deadliest state in the nation when it comes to drunk driving crashes. The monetary cost varies considerably but is huge by any standard. The average cost of a first-time DUI has been estimated by DMV to be at least \$22,740. The emotional cost is immeasurable and goes on for a lifetime for the survivors. These costs are unacceptable and we feel that if the general public was more aware and knowledgeable about them, they would be more responsible about drinking and driving. It is apparent that there is a great deal of attention drawn to the issue when there is a fatal crash but it is relatively short term. It is crucial that a high profile awareness and education program be implemented by the private sector and we feel we can accomplish that, based on our success with Throttle Thunder Relay 2007. Any program of this type must be organized and carried out in such a way as to keep it high in the public mind virtually constantly. The Victim Impact Booklet will be in front of the public year-round. The events will be spaced out during the Alaska summer months, keeping DUI foremost in the public's mind.

Goals and Objectives

The Forget-Me-Not Mission's goal can be stated very simply. Educate the public to eradicate drunk driving crashes and underage drinking in Alaska and keep this issue at a high level of awareness. This is the mission (goal, objective) of The Forget-Me-Not Mission. We are creating the victim impact booklet to put the consequences of drunk driving before the public. When an individual picks up the booklet and examines the photos and stories, it should have a more personal impact than reading about it in the newspaper. The photos will have an immediate visual impact, which will catch the

reader's attention. The stories will have emotional impact because they will include the victim's hopes and dreams, their family situations, the heartbreak, the permanence of the consequences. Our objective for the booklets is to have them in so many places the public will not be able to entirely avoid them. The booklets will be 8 1/2 by 11, with a glossy, colored cover. The front cover will have a photo depicting all of the individuals and services that get involved in a drunk driving crash, from the 911 operator to the funeral director. We're designing for visual impact.

Throttle Thunder Relay 2009 is a high profile motorcycle event with DUI as its very foundation and will be held in June. The motorcycle community is quite large and very much into riding for good causes. When a group of motorcycles is on the highway, they are very noticeable and the media has no problem giving them attention. Throttle Thunder Relay 2007 got a lot of attention and news coverage, resulting in widespread public awareness. Our goal for the 2009 event is similar, but on a much larger scale. The second annual event, we expect it to get much more rider participation than the first. The DUI message is emphasized very strongly from the very beginning informational and promotional stages to the very end of the event. Six mayors signed proclamations for their respective communities proclaiming May 19 and 20 as Drunk Driving Victim's Remembrance Days. We intend to proclaim June 6, 2009 as Forget Me Not Day in Alaska. The media covered the event from a month before, right up to the final ceremony. The response from the business community and from the general public was very supportive. We plan to repeat this message, and the resulting response, with the 2009 event.

The DUI walk is a completely different event, but with the same core message; Stop drunk driving crashes and underage drinking. This event will be held later on June 6 also. A walk allows more of the general public to actively participate than does the motorcycle event, even though we allow non-riders to enter the relay. As with the relay, the foundation for the walk is the very prominent message to stop drunk driving. It is an opportunity to educate the public about alcohol related crashes with DOT statistics and victim's stories. There will be strong emphasis on getting that information not only to the participants, but to the general public as well, via media coverage.

The victim's memorial is to publicly acknowledge and honor those who have been killed or injured by drunk drivers. We would invite the public at large to submit information about their friends or family members who have been killed or injured by drunk drivers and have an engraved "brick" installed in the memorial. These would be placed in prominent places in the various communities so public exposure would be maximized and the reminder of DUI fatalities and injuries kept in the public eye.

Implementation Plan

We will implement the 2009 projects one event at a time, beginning with the victim impact booklet. We have already begun to collect stories and photos for the book, and this will continue into next spring with publication and dissemination planned for late summer. Along with the collection and assembly of the stories for the booklet, we will

be selling limited advertising to businesses for the grantee match. When this process is complete, the materials will be taken to a printer for the final stage of printing.

The completed booklets will be delivered to the various facilities named earlier and placed for public access. Placement of the booklets will take several weeks, possibly months. Depending on the success of this stage of the program, an additional printing may be necessary.

The next event is Throttle Thunder Relay, taking place on June 6 and 7, 2009.

Participants will pay a registration fee of \$55.00 and will receive a T-shirt, patch, pin and event booklet, which will contain a number of stories and statistics about DUI issues. Businesses will be solicited to sponsor the event and place ads in the event booklet for the grantee match and to fund the organization for future events. The event will kick off with a barbecue at the Harley-Davidson Farthest North Outpost in Fairbanks on the 6th, where participants are signed in for the ride. The ride will begin the next morning after a breakfast served by the Outpost and reading of a proclamation by the local mayors, then will leave town with a motor officer escort by City Police and State Troopers. The relay will stop at the Park for lunch and then continue on to Wasilla, where the Denali Harley-Davidson dealer will feed the group dinner with another barbecue. The riders will gather the next day at Anchorage House of Harley-Davidson to continue the relay to Soldotna. After being served lunch, the mayor of Anchorage will read another proclamation before the riders depart with an escort by APD and State Troopers as far as Portage. The event will finish in Soldotna at Kenai Peninsula Harley-Davidson. The DUI message will be very strongly emphasized and delivered many times during the course of this event.

The walk against DUI will be scheduled for June 6 and will take place in Fairbanks, Anchorage, Kenai and Juneau. This event is in the very early planning stages. The actual date, place and route will have to be coordinated with the city governments and law enforcement agencies in each location, due to their involvement in the walk, planning the route and promoting the event to the public. Walkers will collect pledges for their entry fee and will receive a T-shirt at the event. The fee will help cover the grantee match. As with the other events, the DUI message will be strongly emphasized and delivered.

In all of our efforts we wish to portray a partnering with law enforcement agencies and encourage the public to adopt that attitude as well.

Evaluation & Internal Assessment

The success of Forget-Me-Not Mission will be measured in a number of ways, depending on the nature of the individual projects/events. It will be measured by the responses we get for the victim impact booklet, the stories they share and the impact those have on the public. Hopefully, these stories will linger in the reader's minds and they will be more responsible when they decide to have a drink. It will be measured by how many register in Throttle Thunder Relay, how much media attention the event gets and how well the business community responds and supports the event. Based on the success of the 2007

event, it should be hugely successful! Success will be measured by how many participate in the walk against DUI, a direct measure of how the public responds to the message, and how much media attention it gets. For all of these events, the success of them will also be measured by the numbers of volunteers that step forward to help make them successful.

Hopefully, we will be able to see reduced DUI crash statistics for 2009 and be able to say we had an influence on that.

Future Funding Plan

All of these events/projects depend to some degree on sponsor contributions and participant registrations and they will continue to be funded in this manner.

Sponsor funding was a large part of the revenue for Throttle Thunder Relay 2007 and will become even larger in 2009 and ensuing years. Income from registrations will also grow larger, as there will be more participants and the registration fee will increase. Obviously, the number of participants will peak out at some point, and revenue will become somewhat stable.

The victim's impact booklet will only have two or three sponsors but they will be large enough to fulfill the grantee match and perhaps a second printing. The booklet will be updated every five years but the cost of the updates should be lower than the original printing and it should be self-sustaining from the ad sales.

The DUI walk will have a number of sponsors, large and small, and should also be able to bring in enough money for the grantee match as well as provide seed money for the next year. Registrations will also be a good source of revenue from the event, with large numbers participating. As we gain experience, we can make adjustments in our promotion efforts, registration fees, and incentives to maximize the event's potential.

With all of these events, we will make adjustments as we gain experience and learn what does and doesn't work. Our hope is that they can all become self-sustaining in 2010.